

## **DALLAS**

### **KJKK**

KJKK is affiliated with sister station KRLD, as well as KTVT-TV in Dallas. We interrupt for breaking news that directly affects our listeners.

KJKK breaks in to programming to convey vital immediate information during inclement weather and local emergencies. Our responsibility as a local broadcaster is to use our frequency not only to entertain, but to inform, especially during emergencies.

KJKK is also an active member of the Amber Alert system and we air Amber Alerts as a matter of policy.

KRBV-FM is extremely active in the club life and street scene in Dallas. It has to be. Its audience expects it to be out with them and the station takes a very active stance in this area. The station's club shows on Friday and Saturday nights originate from popular local clubs and often feature local or unsigned artists' songs in the mixes.

### **KLLI**

KLLI, along with other North Texas broadcasters, was instrumental in developing the "Amber Alert" system. This system has now been adopted by many states and may soon have the backing of a federal program. The "Amber Alert" was created to aid law enforcement with abductions of children by broadcasting information on suspects, the victims, and descriptions of vehicles. The program has been phenomenally successful in aiding the safe return of numerous abducted children in North Texas.

### **KLUV**

KLUV employs a fulltime news person, and with the help of sister station KRLD airs 11 daily local newscasts, Monday-Friday; and 6 on Saturday mornings.

KLUV airs 1 daily national newscasts, Monday-Friday.

KLUV's web site has links to various local news, sports and weather sources.

KLUV provides a local phone number where businesses and school administrators can announce closings due to inclement weather. This allows KLUV to respond instantly by airing these announcements and assisting local listeners.

KLUV is a member of the Amber Alert System. Whenever a child is reported missing, KLUV immediately issues an alert with a description of the child, the abductor, and the vehicle.

KLUV participates in EAS and AMBER plan, and also re-broadcasts severe weather warnings and watches. KLUV airs local traffic reports 16 times in morning drive and 11 times in afternoon drive.

### KMVK

KMVK delivers up to date traffic information, reporting the local traffic conditions as needed each afternoon drive.

KMVK airs weather alerts and tornado warnings to forewarn listeners.

KMVK is a member of the Amber Alert System. Whenever a child is reported missing, KMVK immediately issues an alert with a description of the child, the abductor, and the vehicle.

### KRLD

KRLD was one of the focal stations in Dallas/Fort Worth in the development of the original "Amber Plan", the program that has proven successful in returning abducted children to their families. KRLD is one of the stations that originates the Amber Plan alerts in Dallas/Fort Worth.

KRLD has devoted more resources than any other radio station (and more than some TV stations) to reporting news in North Texas. With a 21 person news staff (including the only full-time radio-only meteorologist in the Dallas/Fort Worth area), KRLD provides around-the-clock news coverage every day. During severe weather, KRLD interrupts regular programming to provide extensive detailed news coverage of the path of the storm and to alert listeners to impending danger.

KRLD provided non-stop coverage of a gas explosion near downtown Dallas for nearly 3 hours. KRLD had experts to talk about the environmental effect, TxDot to discuss the road closures and numerous reporters on the scene covering the incident.

KRLD provided extensive coverage of numerous spring and summer storms including one with a tornado in the Fort Worth area. One of KRLD's reporters spotted the tornado and went on the air live with where it was and where it was moving. KRLD stayed with storm coverage providing locations of strong storms and how people should stay safe in the storm. KRLD also cut in during "regular" programming and Texas Rangers baseball to give more extensive coverage of the storms.

KRLD provided full coverage when North Texas experienced some of the worst flooding it has seen in decades. KRLD helped people avoid the flooded areas, warned them of the dangerous flooded streets and provided the latest info on the recovery efforts.

KRLD provided extensive live coverage on a Parker county tragedy in which a mother of four hanged herself and her four children. KRLD had experts in the field to talk about the signs that people should watch for with this kind of situation.

KRLD provided multiple on-scene reports during a massive fire in the lower Greenville neighborhood. KRLD had reporters on scene, in the air and many guests familiar with the area on via phone to talk about what effect this will have on the area. KRLD provided updates

after the fire to discuss the rebuilding and what will be best for the property effected and how the city will handle it.

KRLD did a five part series focusing on little league baseball in the area and how it affects youth baseball players and their families. KRLD talked with doctors, parents coaches and little league officials about new rules intended to protect children from injury.

KRLD brought the area continuing coverage of new red light cameras going up throughout North Texas. The coverage consisted of local officials from North Texas discussing the safety this will bring to drivers around the area. Other state officials joined KRLD to discuss the negative side of red light cameras and if they truly do work to provide extra safety. KRLD talked with city officials from other cities that have implemented red light cameras long ago to discuss how well they worked for those areas.

KRLD provided continuous coverage of many local cities implementing certain types of smoking bans. KRLD talked with local business owners about how this would effect their revenue. KRLD talked with health officials to determine what steps were necessary to protect workers and patrons from second hand smoke. KRLD talked with local members from city councils to determine dates and rules. The coverage continues as many cities continue to discuss smoking bans.

KRLD provided in depth continual coverage of the Wright Amendment which prohibited planes from LUV field flying to certain states. KRLD spoke with people for and against the bill up until the bill passed. KRLD sent our mid-day hosts to Washington DC the week that the Wright Amendment was debated in Congress.

KRLD provided coverage of new HOV lanes and toll roads in Dallas-Fort Worth. KRLD kept listeners informed of construction slow downs 24 hours a day. KRLD talked with experts to describe the benefits of HOV lanes and toll roads for the area. KRLD also talked with local officials who were not in favor of toll roads and HOV lanes.

KRLD provided coverage of the cheese heroin epidemic that hit North Texas. Cheese heroin quickly became popular in local schools killing 23 local students. KRLD kept listeners and parents informed of the dangers, what schools are doing to prevent it and signs to watch for that somebody may be using. KRLD covered the visit by the President's Drug Czar when he made a special visit to Dallas to talk about situation.

### KVIL

KVIL airs 23 regularly scheduled newscasts each week. 80% of the content is local and 100% of the content is locally relevant.

In addition, the station airs 130 regularly scheduled traffic reports weekly and 138 regularly scheduled weather reports. We also encourage listeners to sign up on our website for customized traffic reports.

KVIL is also an active member of the Amber Alert system.

## ***DENVER***

### **KIMN**

KIMN abandons regularly scheduled programming to provide minute-by-minute reporting when local and national events break. Examples include the Columbine shootings, the September 11<sup>th</sup> attacks and the 2003 & 2006 Denver blizzards. KIMN has relationships with the local CBS & FOX stations to provide immediate news coverage in the case of breaking local and national events.

## ***DETROIT***

### **WYCD**

WYCD provides local newscasts once an hour each weekday morning beginning with 5am and ending with 8:30am. WYCD airs 20 local newscasts each week. Over 80% of our news is local news.

WYCD participates in the Amber Alert Program. WYCD airs tornado warnings and severe thunderstorm warnings as they are issued. WYCD provides frequent weather reports around the clock. WYCD provides frequent, regularly scheduled traffic reports between 5am – 9:30am each weekday morning and during the afternoon drive, from 3pm until 7pm. Additionally, WYCD air personalities keep a close eye on traffic on the Metro Traffic video monitor at all times and provides additional and frequent reports when a major artery is closed down. WYCD also provides timely school closing information when class is in session. When the area is hit with a major snowstorm, our news department spends up to 35 minutes each hour updating traffic, weather, and school closing information.

### **WOMC**

WOMC provides live and local news twice per hour Monday-Friday 5:30am-9am. Traffic reports 4 times per hour 6am-9am and 3-7p or as major traffic problems develop. Weather reports at least 6 times per hour 6a-10a M-F and once per hour the rest of the day. If major weather threatens our listening area we will break with special weather reports. Our studios are capable of receiving weather, state, local and national emergencies via the Emergency Alert System. In case of a breaking news story our listeners are informed via our on air personalities.

### **WVMV**

WVMV'S top ten rated morning show offers news updates twice an hour, 5:30am – 8:00am plus traffic and weather every 15 minutes, 5:15am – 9:00am, Monday through Friday. Then, to smooth out the station's listeners' afternoon commute, it offers traffic updates twice an hour

between 4:00pm and 6:15pm. WVMV offers hourly weather updates 24 hours a day, 7 days per week.

In the case of a local or national emergency, WVMV will abandon its regularly scheduled programming to notify its listeners. And if the situation warrants, WVMV will simulcast with its news sister station, WWJ.

WVMV is a participant in the Amber Alert System, and also air, tornado, and thunderstorm warnings.

### WWJ

WWJ is the only all-news station serving Southeast Michigan, and the 40-person staff is dedicated to getting it first AND being accurate.

WWJ's online publications, *Autobeat Daily*, *Autotech Daily*, and *The Great Lakes IT Report* provide key news and information daily to those communities of interest – information that is not available anywhere else.

WWJ Newsradio 950's format is news and information, and every hour begins with a summary of national and an update on whatever is making news in Southeast Michigan. The station has six traffic and weather updates an hour around the clock, as well as two business updates an hour and two sports updates an hour.

The station prides itself on its responsiveness to breaking news, frequently abandoning the fixed format and scheduled commercials when there is a significant public need for information.

WWJ serves as the LP-2 for the Southeast Michigan Emergency Alert System and has regular discussions with the five county Emergency Operations Directors in its broadcast area. Those discussions have resulted in the installation of a State Police 800mhz radio transceiver and plans to install additional support gear to provide supplement communications support in the event of an emergency.

WWJ Newsradio 950 also provides extensive school closing information both on the air and through its satellite web site, [www.schoolclosed.com](http://www.schoolclosed.com). WWJ increases coverage for emergency weather situations, whether it's a spring thunderstorm, a fall storm, or a winter blizzard.

### WXYZ

WXYZ airs localized Dow Jones Money Reports 3 times each day. This report provides stock and business info the focuses on the local business community.

WXYZ airs weather info when severe weather is an issue in the Detroit Metro Area.

WXYZ airs info on Amber Alerts when there is a missing child in the Detroit Metro Area.

WXYT provides traffic updates 8 times a day to help commuters navigate the Detroit Metro Area.

WXYT on-air talent discussed the Michigan State Legislatures attempts to implement a tax on local sports teams to help supplement the budget shortfall in the state.

WXYT on-air talent discusses major breaking news stories that affect the local area and the country. This includes the shooting at Virginia Tech University, terrorist attacks that impact American, and Presidential political news

## ***HARTFORD***

### **WTIC(AM)**

WTIC(AM) has a strong commitment to local news, weather, traffic and sports. The station has news anchors on duty twenty-four hours a day, seven days a week and features news updates every half-hour.

WTIC(AM) maintains a news staff of six full-time and six-part time news employees and two full-time and two part-time meteorologists to provide custom weather forecasts.

WTIC(AM) listeners can get in touch with the station by telephone, cellular phone, or email – not only through extensions from the main station switchboard, but through direct phone lines to the newsroom and a special cellular phone speed-dial number for traffic information.

WTIC(AM) maintains phone lines to provide line-quality broadcasts from the Connecticut State Capitol and the state Armory, where the Office of Emergency Management is located.

WTIC(AM)'s station news vehicle is equipped with two-way radio, cellular telephone communications, an audio mixer and RPU feed capability on two frequencies to provide high-quality feeds from news locations.

WTIC(AM) has an automated system with nearly 3,000 organizations, schools and businesses whereby they can report weather-related cancellations which are broadcast on air and posted on the station's website.

In 2004, WTIC(AM) covered unprecedented, history-making events at the Connecticut Capitol, as the state's governor first denied, then admitted accepting gifts from state contractors and employees. The station carried both his annual "State of the State" address and his apology to state residents live. When the legislature began hearings into his conduct, we assigned our own reporter to each day of the hearings, to augment the coverage available to us from the state radio network. When the executive branch challenged the legislative branch's subpoena power in the case, we assigned a reporter to cover the judicial proceedings as well. And when the state's governor resigned, WTIC NewsTalk 1080 carried it live. We carried his successor's inaugural live. WTIC carried extensive interviews in our morning, mid-day and afternoon talk shows as the situation developed, including a special call-in show

following the resignation speech, and the first extensive live interview with the state's new governor.

WTIC(AM) has added eight portable hand-held broadcast units, to improve communications among reporters at the scene and between reporters and the studio in the event of local emergencies.

WTIC(AM) won the 2004 Regional Radio-Television News Directors Association (RTNDA) award for spot news coverage, and the Connecticut Associated Press Broadcasters Association (CAPBA) awards for its coverage of the Greenwood Health Center fire. The news department also received awards for "Best Newscast," "Best Sportscast" and the "Mark Twain Award for Station Excellence from the CAPBA.

When a truck fire melted the pavement on a section of highway overpass, severing the critical north-south Interstate 95 connection, WTIC NewsTalk 1080 covered it from the beginning, with traffic advisories interrupting evening sports coverage beginning within minutes of the original traffic accident, and kept listeners updated about detours for this vital channel for commerce. Our talk shows carried interviews with state and local officials, including the governor, and with transportation industry spokesmen, about the effects.

In 2004, Connecticut's motor vehicle emissions testing program encountered a series of problems of concern to all state drivers. WTIC News covered stories involving problems in the program, the state decision to suspend testing, complaints by testing station operators, legal threats by the prime contractor, legislative discussion of ending the program, correction and trial of the testing software, and the ultimate decision to resume testing.

Though Connecticut does not allow cameras and microphones in most state court cases, WTIC assigned a reporter to cover each day of testimony at a landmark case involving a parent charged in connection with the suicide of her son.

When an ammonia leak at "Nature Country Farms" prompted evacuations in Ellington, WTIC news covered both the leak and the emergency shelters, and the WTIC morning show carried interviews on the public safety situation.

WTIC(AM) produced and broadcast all five Connecticut gubernatorial debates in 2002.

WTIC(AM) broadcast all of the Vote 2004 Presidential debates.

WTIC(AM) highlighted the local gubernatorial races with interviews with the candidates.

WTIC(AM) is a primary broadcaster for the Emergency Alert System and the Amber Alert program.

In November 2002, when an ice storm left 130,000 Connecticut residents without power, WTIC NewsTalk 1080 brought in extra news and weather staff for an expanded broadcast of the situation. As further preparation for future similar events, WTIC NewsTalk 1080 contacted local mayors, selectmen and emergency operations directors providing information on how they could contact the station in similar emergencies to education the community.

WTIC(AM) also abandons regularly scheduled programming to provide minute-by-minute reporting when local and national events break.

Storm Cancellations is where Connecticut looks to WTIC for complete, accurate and up to the minute information. WTIC has an automated database system with nearly 3,000 organizations, schools and business registered. These organizations can report weather related cancellations to the stations very easily. WTIC reads the cancellations/delays on the air for the organizations and posts the reports on WTIC.com.

WTIC is a primary for emergency alert system and the amber alert system (for missing children). With news and weather reports around the clock, WTIC does local news and weather reports twenty four hours a day, seven days a week, every day of the year.

WTIC's News Department covers all local stories.

Weather and traffic updates every ten minutes weekday mornings and afternoons.

Break programming for important weather or news information. For example, in June 2007, WTIC broke away from its standard programming to long form weather reporting to inform listeners of tornado reporting in the state. The programming was aired on all 4 CBS Radio Hartford stations.)

In addition to regular station material and news coverage, the wtic.com website has compiled and posted lists of Memorial Day parades and 4th of July celebrations in Connecticut. Station website also initiates a weekly "Connecticut News Quiz" on state news stories.

WTIC produced a news special to air during programming time (date) on efforts to return a National Hockey League team to Hartford.

January 18, 2006, when strong winds hit the state, WTIC produced two additional hours of continuous news coverage, including live interviews with state officials and utility company executives, to help state residents who had lost power or whose streets were blocked by tree limbs.

WTIC ran extensive coverage on fears for the future of the showcase local sporting event, the Buick Championship, and carried the announcement live as the Travelers announced it would be picking up sponsorship of this important charitable fund-raising effort.

During the Base Realignment and Closure Commission, WTIC covered in Connecticut and beyond, discussion on the future of the Navy Submarine Base New London, and its effects on the economy of the state. We sent reporter Matt Dwyer to Boston to cover the BRAC hearing there, as well as efforts in the Groton-New London area to save the base.



### **WTIC-FM**

WTIC-FM works closely with sister station's news department (WTIC(AM)) with regard to local breaking news to broadcast to the public. 24 hours a day, 7 days a week an on-air personality is available to broadcast breaking local news to the public.

WTIC-FM is a primary broadcaster for the Emergency Alert System and the Amber Alert program.

WTIC-FM also abandons its regularly scheduled programming to provide news coverage of breaking events of importance to the Hartford area.

Recently, Connecticut had severe weather conditions, including reports of tornadoes. To keep its listeners informed, WTIC-FM broke away from regular programming and broadcast solid traffic and weather reporting from our full time meteorologist and traffic department. The stations was able to follow the storm and give listeners excellent, up to date information about what to do, what areas to avoid and how to get home the safest way.

### **WZMX**

WZMX abandons its regularly scheduled programming to provide news coverage of breaking events of importance to the Hartford community.

WZMX works closely with sister station's news department (WTIC(AM)) with regard to local breaking news to broadcast to the public. 24 hours a day, 7 days a week an on-air personality is available to broadcast breaking local news to the public.

WZMX is a secondary broadcaster for the Emergency Alert System and the Amber Alert program.

WZMX runs approximately 15 Public Service Announcements per week to the local community.

WZMX.com highlights community events in the local area, including web links and logos for not-for-profit organizations.

### **WRCH**

WRCH broke from local programming and simulcast News Talk Sister station

WTIC when the National Weather service broadcast a Tornado warning recently.

WRCH Broadcast and podcast an interview with Eric Semmel from Tab Computer, about how computer Hijackers are accessing personal and business computers and using them as Bots to crash major computer systems.

## ***HOUSTON***

### **KHJZ-FM**

KHJZ is manned in studio from 5am-12m, Monday-Friday, and 6am-12m on weekends to take calls and break for local emergency programming in times of crises. During Hurricane Katrina relief efforts, KHJZ set-up the "Wave Relief Concert" featuring saxophonist Kirk Whalum. Houston's Verizon Wireless Theater donated the venue for the benefit. KHJZ provided hourly updates on local shelters and their immediate needs of food and clothing for refugees and Red Cross cash requests. KHJZ.com also provided an updated resource for shelters and needed items. KHJZ ran promos requesting volunteers to staff the Astrodome for an expected 30,000+ refugees being bussed into Houston. These requests ran on all CBS Radio Houston stations.

Less than a month after the devastation of Katrina, Houston faced Hurricane Rita, which at one point posed a major threat to the Bayou City with a prediction of a Category 5 storm. KHJZ, along with its sister stations, maintained a 24-hour air staff providing invaluable information and support for its communities.

### **KIKK**

KIKK(AM) is a CNN Radio news format so it runs newscasts throughout its programming hours. The station features local and national newscasts to benefit the listening communities.

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### **KILT(AM)**

To help out the victims of Hurricane Katrina, KILT(AM) conducted an on air fund drive raising over \$30,000 in pledges in exchange for "shout outs." KILT(AM) also conducted a bid on co-hosting a 8am and 9am shift with station personality Lance Zierlein, since his counterpart was heading to Tampa with the Texans. This raised several thousands of dollars toward relief in New Orleans.

In regards to Hurricane Katrina, Houston Texans Founder Bob McNair, the Houston Texans, ABC-Channel 13, KILT(AM) and sister station KILT-FM created the "Texans Care Campaign" that raised over \$2.5 million dollars for victims of Hurricane Katrina. The funds were raised during a five hour broadcast of a preseason game.

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### **KILT-FM**

KILT-FM has a News Department consisting of Texas Hall of Fame Inductee Robert B. McEntire, who has informed Houston Listeners every weekday on KILT for over 40 years. Any time there is an emergency or a late breaking story that affects anyone in its listening area, KILT-FM interrupts its regular programming to inform its listeners. KILT plays a major role in relief efforts and getting emergency information to its listening audience. Examples are the Space Shuttle Columbia tragedy of several years ago, the outbreak of the West Nile virus in the Houston Area (providing listeners with critical information on how to protect themselves), and any severe weather situations (providing up to the minute tracking of severe storms entering the entire listening area, such as the looming Hurricane Dean earlier this month).

After Hurricane Katrina struck Texas' coastal neighbor New Orleans, KILT and its listening community, along with the Houston Texans, helped raise over \$2.5 million dollars for the Red Cross. KILT also used its airwaves to encourage listeners to volunteer to staff the Astrodome for an estimated 30,000+ refugees being bussed into Houston.

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Less than a month after the devastation of Katrina, Houston faced Hurricane Rita, which at one point posed a major threat to the Bayou City with a prediction of a Category 5 storm. While most of the listeners were either gridlocked in Houston's unprecedented evacuation or preparing their homes for Rita's wrath, KILT, along with its sister stations, maintained a 24-hour air staff providing invaluable information and support for its communities.

KILT's "Operation Relief" provided news coverage and Public Service Announcements to direct non-stop listener inquiries on how to help. KILT ran promos requesting volunteers to staff the Astrodome for an expected 30,000+ refugees being bussed into Houston. These requests ran on all CBS Radio Houston stations. Also, all information was posted on KILT.com, which was quite active.

KILT even delivered a live hurricane report from renowned Dan Rather of CBS News, which is a prime example of KILT's dedication to serving its listening communities during times of emergencies.

## ***LAS VEGAS***

### **KKJJ**

**Emergencies:** Whenever the situation dictates, KKJJ breaks from music programming to provide current, relevant news and information to its listeners. KKJJ participates in both AMBER and EAS alerts on a local level. The most recent example was during the recent summer storms and flash floods in Las Vegas, when the station broke in to supply information about traffic problems, closed roads, and areas to avoid due to weather and water damage.

**News:** KKJJ provides local emergency news and information as needed in emergencies.

### **KMXB**

**Emergencies:** KMXB's Morning show broadcasts an hourly newscast if a crisis or important community event is taking place, and has access to the Mayor of the city and other public officials who can inform the community about the issues on an official level. In addition, in real emergencies, KMXB will add an hourly newscast throughout the day to keep office listeners updated on the situation as well as afternoon commuters. KMXB has had these emergency situations occur with flooding in the valley and severe house fires. On both occasions, the on air staff provided updates and took calls from local listeners trying to help the community keep abreast of the situation.

In emergency situations the station will break format in order to better serve the community. If the community has a local crisis, KMXB's morning show will remain on the air until the crisis has been taken care of or is at least under control. The station has also set up a charity called the Mark and Mercedes fund which is used to assist in local crisis situations.

KMXB participates in both AMBER and EAS alerts. AMBER alerts are primarily announced during our traffic breaks with numerous follow-ups by the on air personality. EAS alerts notify the public to flash flood warnings, as well as extreme heat conditions and heavy rains and thunderstorms.

**News:** KMXB's Morning show announces local news at least three times a morning, more if there is a local crisis or issue. KMXB broadcasts approximately 15 newscasts per week, and approximately 25% of our non-music programming, outside of commercials, is dedicated to local news and information. The morning show has a page on the KMXB website which re-iterates local news and information of the day which was discussed on the air.

### **KSFN (with KXNT)**

KSFN, in cooperation with its sister station, KXNT bring the latest news and information in emergencies. With studios next to each other, KSFN is able to immediately break format and carry KXNT News programming during events such as the 2006 evacuation of a North Las Vegas neighborhood during a propane fire, to EAS and equally urgent weather emergencies and information.

### **KXNT**

KXNT is the premiere news station in town, bringing News, Traffic & Weather Together every ten minutes during morning and afternoon drive, and on the hour and half hour during mid-days. Enhanced with CBS Network News, our local coverage is from both in house with a local anchor and local reporter, to outsourcing from Metro News based in Las Vegas. As a local news/talk station, KXNT is able to instantly transition to a "news" based format using news and talk hosts. One recent example was a propane blast, with a major evacuation in North Las Vegas. Hosted by the PD and producer on a Saturday afternoon, KXNT was the only station in Vegas giving up to the second information with key interviews from all those involved.

### **KXTE**

KXTE is the LP 1 Radio Station in the Las Vegas Valley to assist local government officials to provide information, instructions and assistance to the public in a time of crisis.

KXTE is the primary station to send out Amber Alerts to the public if needed in regards to abducted or missing children in addition to sending out severe weather warnings.

## ***LOS ANGELES***

### **KFWB**

KFWB regularly broadcasts more than 100 hours of news and information every week. KFWB staffs community news bureaus in our listening area. Reporters concentrate on specific communities such as the San Fernando Valley, Long Beach, Orange County and in 2007 San Gabriel Valley. KFWB News 980 broadcasts are supported by additional information and deeper services on the Internet at [www.kfwb.com](http://www.kfwb.com). In case of emergency such as earthquake or wildfire, KFWB tells residents where to go for shelter, medical attention, financial support, etc. Most schools and businesses list KFWB as the place to turn for emergency information.

KFWB provides invaluable information to residents who have family and friends in other countries facing disaster. Year-round, KFWB airs reports to educate the public on how to deal with emergencies. In April, California's Emergency Preparedness Month, KFWB broadcasts special reports several times a day, every day, on emergency preparedness. KFWB's Jack Popejoy is directly involved with a number of agencies planning response to area disasters such as earthquake, fire or flooding.

KFWB listeners get personal attention whether they call or email. KFWB's phones are open 24 hours a day, 7 days a week, and all letter and emails receive a personal reply (with copy to the public file).

KFWB participated in the development of the state's Amber Alert program and broadcasts the appropriate announcements in support of the program.

KFWB is also a strong supporter and active participant in efforts to improve communication between the news media and the Los Angeles Police Department and the Los Angeles County Superior Court.

### KLSX-FM

KLSX Free FM takes its responsibility to serve the public interest in Los Angeles very seriously. In addition to using the most modern broadcast technology to provide some of the best sounding audio programming anywhere, the station is actively involved in technical projects designed to enhance our ability to provide reliable service to the community in the event of any number of emergency scenarios. We are in the process of building emergency standby studio and transmitter facilities for all of our Southern California stations. We have emergency power sources at all of our technical facilities, redundant transmitter, audio and antenna systems and multiple disaster contingency plans for continuing service in the event of a natural or other local disaster. Last month, we took delivery of a quarter million dollar emergency response engineering vehicle that could be used to provide air studio, FM transmitter or combined studio and transmitter facilities for one of our stations as necessary in an emergency

### KNX

KNX 1070 NEWSRADIO will celebrate the 39<sup>th</sup> anniversary of its all-news format this April. The station is owned and operated by CBS RADIO and is streamed live 24/7 on KNX1070.com.

KNX1070.com has become a valuable tool, which not only supports on-air community service efforts, but also provides organizations additional opportunities to disseminate their messages:

On our home page under "featured", we provide links and additional information about community service stories broadcast on the radio; On-air the announcers direct listeners to this space.

On our Events/Eye on Entertainment page, we provide information about public service events

The live stream on KNX1070.com is used to deliver 30-second and 60-second public service announcements and information about events the station is participating in.

\*"Contact us" links are provided on every page of our website, giving listeners the opportunity to easily send comments regarding our programming and community issues. Emails are read on a daily basis and where appropriate are responded to. All comments are distributed to the General Manager, VP of Programming, General Sales Manager, News Director, Marketing & Promotions Director and Research Director.

Every day, KNX does 696 individual news stories reflecting a broad spectrum of issues, both national and local, that affect the Southern California region. Because of its unique 50,000 signal, KNX pays particular attention to those area underserved by other media.

Every day, KNX devotes 72 long-form segments of time to deeper analysis and explanation of local issues. These are between 1:30 and 4:00 minutes long, and in occur in every hour of the KNX broadcast day.

Every day, KNX devotes 3 full hours of prime time to the exploration of consumer issues. These issues routinely range from credit to mortgages to real estate to identity theft, etc.

Every week, KNX does 2-4 special reports or series of reports to look at local issues and stories with even more depth.

KNX has won more journalism awards than any other station for its ability to inform listeners. The KNX Community Services department has gone a step further by setting up an emergency hotline where businesses and school districts can call for truthful information about street or school closures, or emergency evacuation plans. But in a crisis or an emergency, KNX is prepared to provide up-to-the minute coverage of local emergencies.

The KNX newsroom is staffed 24/7.

### **KROQ-FM**

Doc on the ROQ hosts hourly live news on KROQ on the highly rated Kevin and Bean Morning Show. 5am-7am Monday – Friday.

### **KRTH**

KRTH morning news is live with emphasis on local events and traffic reports four times an hour including reports from Air 101 flying in the skies over the Southland.

Additionally, we're prepared to simulcast one of our sister News stations our sister radio news outlets KNX and KFWB, plus the extra assets of KCBS and KCAL television should any local emergency demand further resources. An example might be a local riot, which Los Angeles has experienced in the past.

KRTH has responded to emergencies with shows on fire, flood, earthquake and terror attacks.

The station participates in the local Emergency Alert System [EAS] and routinely runs the EAS Test to inform its listeners of what they can expect in the event of an actual emergency. The We typically forward all EAS messages received regarding weather, natural disasters, and child abductions. Additionally, station also take part in the statewide Amber Alert System and routinely responds with informative programming, in the aftermath of disasters like earthquake, fire, and terror attacks, with guests from local chapters of the American Red Cross, The Salvation Army and a number of local city and county fire/police departments

K-EARTH 101 has embraced humane treatment of animals in our communities. Besides creating a special "Pet Page" on the K-EARTH 101 website, we have also given considerable time and mentions to urge animal lovers in our community to adopt a pet during Los Angeles' "No Kill" adoption weekends. News stories focusing on the event, coupled with live liners, went to great lengths to foster L.A.'s first weekend of being euthanasia free at the LA shelters.

**Web Site Utilization:** Our website is utilized to compliment programming and enhance service to the community ...Mykearth101.com gives the station another avenue to embrace community causes and charitable events. Mykearth101.com serves its audience by providing an appealing, visual, interactive connection between the audience and K-EARTH 101. The website reaches over 28,000 unique visitors per month. It allows K-EARTH 101 to enhance major radio station community campaigns and also support additional Southern California community events. Currently, Mykearth101.com has many key features available for listeners to find the latest news and community events in the Southern California area. Below you will find a list detailing some of these features:

**Event Calendar** - The mykearth101.com Event Calendar highlights station events and also community events in the Southern California area. Listeners can reach out and send community events by e-mail, mail, and fax for placement on the K-EARTH 101 website event calendar. We try to accommodate each request to help publicize and make community events successful.

**Health Feature** - The mykearth101.com Health Living Feature gives listeners access to the latest health and beauty topics. The feature includes the health tip of the week, latest health news, exercise and diet information, as well as the healthy/community event listing with blood pressure screenings, workshops, blood drives, etc. in the area.

**Pet Feature** - The mykearth101.com Pet Feature recognizes the community's love for animals with the K-EARTH 101 "Pet of the Week", a listing of local dog parks, and the latest pet adoption events in the Southern California area.

### **KTWV**

KTWV takes its responsibility to serve the public interest in Los Angeles very seriously. In addition to using the most modern broadcast technology to provide some of the best sounding audio programming anywhere, the station is actively involved in technical projects designed to enhance our ability to provide reliable service to the community in the event of any number of emergency scenarios. We are in the process of building emergency standby studio and transmitter facilities for all of our Southern California stations. We have emergency power sources at all of our technical facilities, redundant transmitter, audio and antenna systems and multiple disaster contingency plans for continuing service in the event of a natural or other local disaster. Recently, we took delivery of a quarter million dollar emergency-response engineering vehicle that could be used to provide air studio, FM transmitter or combined studio and transmitter facilities for one of our stations as necessary in an emergency. We typically forward all EAS messages received regarding weather, natural disasters, and child abductions. Additionally, we're prepared to simulcast one of our sister radio news outlets KNX and KFWB, plus the extra assets of KCBS and KCAL television should any local emergency demand further resources. An example might be a local riot, which Los Angeles has experienced in the past. The station participates in the local Emergency Alert System [EAS] and routinely runs the EAS Test to inform its listeners of what they can expect in the event of an actual emergency. The station also takes part in the statewide Amber Alert System and routinely responds with informative programming, in the aftermath of disasters like



earthquake, fire, and terror attacks, with guests from local chapters of the American Red Cross, The Salvation Army and a number of local City and County Fire/Police Departments

## ***MINNEAPOLIS***

### **KZJK**

KZJK airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

KZJK airs Public Service announcements on our online stream

KZJK posts notable stories and community action information on our website and within our e-mail blasts.

KZJK is part of the Amber Alert Radio System. This system helps to assist in local child abductions and has been used a few times in the last 6 months.

### **WLTE**

WLTE airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

WLTE is part of the Amber Alert Radio System. This system helps to assist in local child abductions and has been used a few times in the last 6 months.

WLTE airs Local/National News every weekday morning and live traffic reports every weekday Morning and afternoon drive.

### **WCCO**

WCCO airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

When needed, WCCO partners with WCCO television in airing critical information to the public.

WCCO played a major role in launching Minnesota's Amber Alert system through meetings with the state Bureau of Criminal Apprehension and other involved agencies. WCCO is also the broadcast relay source for the Emergency Alert System (EAS) in Minnesota.

WCCO Radio regularly airs emergency announcements, such as school and business closings. The station's statewide local Government agencies have chosen to partner with

WCCO Radio in airing emergency announcements (i.e. road closures, lost persons, weather emergencies, etc.).

WCCO Radio is the only radio station in the Metro that creates and executes live and local programming as well as news coverage 24 hours a day Monday through Friday, and on weekends from 6:00 AM-11:00 PM covering, on average, 400 news elements, stories and 5 part series per week (the station's main positioning statement includes "Trusted Information" and "Live and Local 8-3-0, WCCO").

## ***NEW YORK***

### **WCBS**

WCBS devotes millions of dollars of resources to providing a 24-hour news product locally with a news staff of more than 75 people. The station has field reporters spread across the tri-state area providing listeners with local news. In addition, WCBS covers local business, local sports and local traffic and weather every hour around the clock.

The station participates in the Amber Alert system reporting immediately on any missing children. Once an alert is sounded, the station repeats the information frequently every hour in conjunction with consulting local law enforcement officials.

During local emergencies, the station provides wall-to-wall news programming on the emergency. A recent example is the 2007 steam pipe explosion in Midtown Manhattan. The station dropped commercials and other programming to cover the incident wall-to-wall until it was determined public safety was intact. Other news stories that warranted long-form continuing news coverage include but are not limited to a helicopter crash on Manhattan's upper east side in 2006 and a retaining wall collapse on a west side Manhattan highway in 2005. In 2003, during the "black-out" of the east coast and New York Metropolitan area, WCBS recognized that because of the electrical outage, radio news was the only reliable source of information to protect public safety and welfare. The station dropped all commercials and other programming through the afternoon and night and into the morning, when the power was finally being restored. Of course, the story of what had happened and how it might be prevented from happening again, remained in the news for days and weeks.

### **WCBS-FM**

WCBS-FM Radio features live news updates during morning drive, Monday through Friday, and "breaking news" reports when warranted. These reports also include live traffic and transit reports via Metro/Shadow reporters, and live weather forecasts from weatherman Irv Gikofsky (Mister G).

WCBS-FM Radio in years past was instrumental in bringing news and information to its listeners during the September 11, 2001 terrorist attacks, as well as the Big Blackout in the northeast, as well as major storms and incidents.

### WFAN

WFAN is an integral part of the Emergency Activation System (EAS) on both the national and local level as it is a primary station in the system. WFAN regularly broadcasts emergency weather reports (when needed).

WFAN also provides local news on the hour from 6am until 10am on weekday mornings.

### WINS

As an all-news station, one of the most important services we provide is responsive programming during major breaking stories and local emergencies. In recent months, 1010 WINS has covered a massive blackout in Queens, flooding in New Jersey, a steam pipe explosion in lower Manhattan, and a tornado touchdown on Long Island. In each instance, our station moved its resources to cover the story and serve the local communities. Our reporters raised important questions about government response and helped listeners navigate the bureaucracy to get much needed local and federal relief. Many of these events require us to drop commercial inventory. This is done at considerable expense to the station but never at the expense of meeting our service to the public interest. Whatever information we cannot provide on air, is always available online in more detail.

1010 WINS is a primary carrier for EAS tests in the market. The station's Chief Engineer Mark Olkowski has also been working with New York City officials to identify and implement an emergency notification strategy in the event of a major crisis in New York.

### WXRK

We have in the past, and will again in the future, have local hosts who will provide local news updates.

### **ORLANDO**

### WJHM

Kickin' It With The Community (Sundays, 6:00a.m.-6:30a.m.). Locally produced 30 minute program that focuses on various groups in the community and issues affecting the community; hosted by Sytonnia Moore.

### WOCL

Tornadoes hit Central Florida 2/2/07: O-ROCK 105.9 broke regular overnight programming to warn listeners of deadly tornadoes that ripped through Central Florida.

We gave out important phone numbers, weather information etc to our listening audience to get them through the crisis.

### **WOMX-FM**

30 minutes a week of local news stories 6a-9a M-F.

30 minute PSA show each week featuring local non-profit organizations

35 :20 PSA's per week...one per daypart

### ***PALM SPRINGS***

### **KEZN**

Although KEZN's news is mostly provided by Metro Networks, it is adamant about their leading with local stories and provide them with various Coachella Valley news sources, such as local newspaper and television links. In time of emergency, such as 9/11, the New York City blackout, as well as local catastrophe, the station always breaks away from regular music programming to not only inform its listeners, but also to console and refer them to local and readily available help and to alleviate any possible stress or trauma related to the event.

### ***PHILADELPHIA***

### **KYW**

The station is the only broadcast outlet – radio or television – in the marketplace with a full-time community affairs reporter. This means that the station's news content regularly includes stories that support the goals and initiatives of non-profit organizations and community groups. These reports give voice to organizations that are serving the needs of different communities throughout the Philadelphia region.

KYW Newsradio is the most relied upon source in the market for information during emergencies and severe weather. In addition to coverage, the station has a comprehensive snow and school closing program that registers thousands of schools and non-profit organizations to have their status reported on-air during inclement weather without charge.

The station also participates in the Amber Alert program of notification when a child is abducted.

Two employees staff the KYW newsroom phones during all shifts. They can take information from listeners, refer listeners to city and community resources in case of emergency, repeat information listeners may have missed hearing, as well as refer them to the KYW web site.

### **WYSP**

WYSP participates in the Amber Alert System getting information out to the station's listeners regarding missing children in an immediate fashion.

### **WPHT**

WPHT will interrupt syndicated programming when it feels it is necessary to be live and local. WPHT preempts its syndicated programming the Friday prior to the Memorial Day Holiday to conduct a live broadcast from The Frank S. Farley Service Plaza to take part in the South Jersey Transportation Authority Safety Awareness Day.

WPHT AM provides live local news breaks each weekday from 5:30am to 8pm and on the weekends from 6am to 12noon at least once an hour.

The station also participates in the Amber Alert program of notification when a child is abducted.

### **WOGL**

When it's appropriate WOGL will always suspend its normal music programming to provide the urgent information that the listeners need. Just a few weeks ago a tornado touched down in a small suburb within the station's listening area, and the station's news director immediately broke into WOGL regular programming to alert its listeners and to provide the necessary precautions to keep them out of harm's way. And should emergency personnel every need to reach the air studio, they'll find that there is always someone available to talk to them on the phone. The station is live and local all day and night long.

### ***PHOENIX***

### **KOOL-FM**

KOOL-FM is dedicated to providing the community with the most up to date information with newscasts during the morning show every 30 minutes starting at 5am running through 9am. In addition to news, KOOL-FM has Fifteen [15] traffic reports in the morning and Seven [7] traffic reports in the afternoon to provide listeners with the information they need to safely commute to and from work. KOOL-FM has allotted time every hour for a weather forecast to alert listeners of potentially dangerous weather situations as well as severe heat warnings and air quality reports.

In September of 2006, KOOL-FM partnered with KPNX-TV to provide listeners with a live newscast delivered by KPNX anchors at 12 Noon each weekday.

During the Morning Show newscasts there are several key stories that KOOL always features to ensure the safety and continuing education of our audience:

- Jobs
- Elections
- Product recalls
  - o Recently Chinese products have been a hazard to small children and the amount of products recalled has been astronomical however, KOOL reports on all products recalled from toys to automotive.
- Stock Market Conditions
  - o Including the status of Crude Oil prices which allows listeners to forecast what will happen to the price of gas.
- Casting Calls for TV Shows

On July 27<sup>th</sup>, 2007 two news helicopters collided and crashed into a park in Downtown Phoenix. The park is located across the street from the KOOL-FM studios. KOOL recognized the urgency and importance of this news event and acted on multiple fronts to ensure the valley was informed. Not only was the incident within view from the KOOL-FM studios so 1<sup>st</sup> hand reports were delivered but our entire news team who were off duty returned to work to ensure the most accurate and late breaking news was delivered to the KOOL Listeners.

KOOL-FM answered the call to sports fans in Phoenix by providing behind the scenes reports from the Voice of the Phoenix Suns, Al McKoy during the 2006-2007 Playoffs.

When the 2007 Monsoon season moved into Phoenix, KOOL's staff of veteran Phoenix residents provided comprehensive reports on roads that have been washed out, how to drive in a dust storm and what to expect in a monsoon since Phoenix's population has increased recently, many listeners have never encountered the dangerous storms we face.

When something tragic happens to Phoenix's bravest, our firefighters and police officers, KOOL does everything to answer the questions of our listeners. We report the when and where of Funeral arrangements, how listeners can help the families and the details of the situations. Recently Officer George Cortez Jr. was killed in action in Glendale, AZ and KOOL provided all the information on-air but posted it on the KOOL website [www.koolradio.com](http://www.koolradio.com) too.

Every Tuesday morning, the KOOL Morning Crew has a feature called "Pet of the Week" where representatives from four [4] different valley animal shelters come on the air and stress the importance of spaying and neutering pets and they showcase an animal awaiting adoption. The organizations KOOL works with are: Arizona Animal Welfare League, The Arizona Humane Society, Maricopa County Animal Care and Control and R.E.S.C.U.E. Links to their organizations are located at [www.koolradio.com](http://www.koolradio.com) to encourage the adoption of pets.

## **PITTSBURGH**

### **WDSY-FM**

- In addition to EAS, the Amber Alert System, and the National Wire Services, WDSY is prepared for a local or nation emergency with an experienced staff. To assist the staff, WDSY has prepared an "Emergency Information Binder" that is in the studio at all times. Inside the binder are emergency phone numbers, civil defense information, emergency websites, human service agencies, transportation information, hotline and crisis numbers, and government listings.
- To supplement the information supplied in the studio, WDSY broadcasters can utilize local television, other local radio stations, and Internet connection as resources in case of an emergency.
- For direct news coverage WDSY has a working arrangement with co-owned KDKA Television News and co-owned News Talk KDKA radio to provide WDSY with on the spot reporting for breaking news and emergencies. In addition, local and regional news coverage is directly available in the studio from Metro-Source News Network

### **WZPT**

- In addition to EAS, the Amber Alert System, and the National Wire Services, WZPT is prepared for a local or nation emergency with an experienced staff. To assist the staff, WZPT has prepared an "Emergency Information Binder" that is in the studio at all times. Inside the binder are emergency phone numbers, civil defense information, emergency websites, human service agencies, transportation information, hotline and crisis numbers, and government listings.
- To supplement the information supplied in the studio, WZPT broadcasters can utilize local television, other local radio stations, and Internet connection as resources in case of an emergency.
- For direct news coverage WZPT has a working arrangement with co-owned KDKA Television News and co-owned News Talk KDKA radio to provide WZPT with on the spot reporting for breaking news and emergencies. In addition, local and regional news coverage is directly available in the studio from Metro-Source News Network

## **PORTLAND**

### **KUFO-FM AND KVMX**

KUFO and KVMX mandate that in a local or national emergency, regular programming is dropped immediately and national news sources or feeds from local TV stations are used to get news and information to station listeners. Both stations have listener lines and comment lines for their audience to directly reach the station. These lines are answered

during normal business hours.

### **KUPL-FM**

KUPL has strict guidelines in place in case of a national or local emergency. KUPL is staffed 24/7 with live local on air talent. The talent on air will first air the information and then contact the PD. If the situation warrants, KUPL will break from regular programming and national or local news sources will be broadcast.

KUPL's policy is that it will broadcast all Amber Alerts as they happen and continue to give the information every thirty minutes for the first three hours and then once an hour until the Amber Alert is terminated.

### **KVMX**

Population in the greater Portland area continues to grow, creating challenges and bottlenecks on the area's highways and roads. Over the last few years, there have been some serious traffic situations that have called for extra traffic coverage and street closure information. The station has broken into regularly scheduled programming when necessary. There have been wild fires and collisions that have needed extra attention, as well as school closures during inclement weather and two destructive wind storms that spewed trees over roadways and cut power from Seattle through Portland.

KVMX proudly participates in the Amber Alert program. The station has participated in two Amber Alerts in the Portland listening area in the last year.

The station has local hosts on all of its day parts. The station's AM show will have once hourly newscasts that can expand and contract based on the news and needs of the day. The station is able to react all day to the news and needs of the community as they arise.

### **KCMD**

KCMD's news department, by dint of being live and local, has frequently been the only Portland outlet for certain news stories, providing both information and the chance for listeners to weigh in with their thoughts and reactions. Access to both local and national news actualities and personalities give the news a complete and well-rounded feel.

As needed, KCMD can go to long form news coverage as well; a longstanding affiliation with CNN allows us to provide in-depth coverage of issues large and small.

### **KLTH**

KLTH has a News Director with decades of radio news experience who is on call for all emergencies. The station participates in all local Amber Alerts. It also partners with pdxinfo.net, the network providing emergency school closure and other critical local information. KLTH is also a Metro Traffic and Metro Source affiliate.



There have been no large-scale local emergencies in the last 12 months. The station takes its responsibility seriously to offer the up-to-date and accurate local news, weather and traffic information that the target audience wants to hear.

Listeners can reach KLTH through the studio lines, or through the switchboard and its website, [khits1067.com](http://khits1067.com).

### **KINK**

KINK's news department provides listeners with updates twice an hour during morning drive and hourly in the afternoon. At other times of the day, deejays on the air are always monitoring news sources. KINK is live 24 hours a day, 7 days a week. There is always someone in the control room, and if news breaks, the station reports it. KINK encourages listeners to call its studio phone to report news, traffic problems, weather emergencies and other local issues that will affect the lives of the listeners. There have been several recent instances where KINK's news department has sprung into action to report to listeners. During recent anti-war protests, where activists blocked highways and bridges, KINK's news department was giving live on-air reports. The station also has reporters from KGW, Channel 8, in its building who will tip the station off to news stories so that it can get its news staff on the story. The Channel 8 reporters have gone live on the air to report a big news story. KINK also has KGW Staff Meteorologist Matt Zaffino on the payroll. He does a dozen or so updates on the weather throughout the day.

KINK has several numbers listeners can call to be connected with programmers or on-air talent at the station and it has a news team to provide live coverage of local emergencies

### **PORTLAND CLUSTER**

On all stations in the Portland cluster, listeners may also reach jocks directly through studio lines and e-mail.

### ***RIVERSIDE***

#### **KFRG, KXFG and KVFG**

The K-Frog Stations News Dept. is on-call 24/7, not only during normal news broadcasts, but as the need arises. The K-Frog Stations are the first to air Amber Alerts, to keep their communities informed of winds, flash flood warnings, evacuations and updates, earthquake information, and any breaking news.

KFRG is the Primary EAS Station for Riverside/San Bernardino.

#### **"FROG TALK"**

½ hour program hosted by News Director, Jeff Davis that addresses community issues.